

PRINCIPLES AND ELEMENTS OF THE TRANSPLACE VISUAL IDENTITY

IDENTITY STYLE GUIDE

TRANSPLACE

The 3PL & Technology Company



IDENTITY STYLEGUIDE

The Transplace logo is one of our core assets as a corporation. Building our brand has involved the expertise of numerous team members and the investment of valuable organization resources. Our brand identity must always appear consistent so that our investments work to our advantage and accomplish their intended goal—making Transplace a recognizable presence in the logistics and technology industry.

Working within these guidelines reaffirms a commitment to good business strategy, establishing consistency and quality standards for those entrusted with maintaining our image. These guidelines include specifications for how the Transplace logo should appear, its correct colors, and appropriate typefaces. These “rules” apply to the logo itself and to collateral materials that contain it.

-> ■ Corporate styleguide

Logo Usage

- Primary
- Tagline
- Application
 - Acceptable*
 - Unacceptable*

Color Palettes

- Primary
- Secondary

Typography

- Official
- Typefaces

Templates

- Bullet Points
- MS Word
- PowerPoint

LOGO USAGE

The cornerstone of our identity is the Transplace logo, or “signature.” Using it consistently is essential to sustaining brand integrity. It is imperative the Transplace signature be reproduced precisely each time it appears.

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Logo Usage

Primary

The Primary Signature consists of the corporate name. The signature is a piece of art and should never be redrawn, re-typeset, or reproduced from any source other than an approved electronic file appropriate for the given medium of reproduction, whether print or electronic media.

A specific area around the signature should always be kept free from competing graphic materials, typography, and other logos or symbols. This "clearspace" is defined by the height of the logo text at its given size in a layout, and should extend completely around the signature as indicated here.

Never recreate the logo independently. You must use digital art available from Transplace.



smallest acceptable usage



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Logo Usage

Tagline

An integral part of the brand is the logo tagline, "The 3PL & Technology Company." This tagline is a short but strong statement of the company's purpose. The logo-and-tagline unit has been precisely designed, and should not be varied in any way. This unit is the primary logo choice and should be used whenever possible.

However, in instances where space does not allow for the tagline at its minimum size (see below), use the logo independently and include the tagline as a text element apart from the logo.



smallest acceptable usage with tagline



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Logo Usage

Application: Acceptable

When reproducing the logo in print and electronic communications, be sure to follow these guidelines for acceptable application.

The full-color logo may be used on lightly-colored backgrounds tinted from 10% to 30% of any of the approved Primary or Secondary Colors (see the Color Palettes section, pages 8 & 9), and on lightly textured graphic or photographic backgrounds. For reproduction on dark colors, on tinted backgrounds darker

than 30% of a Primary or Secondary Color, or on dark or complex photographic backgrounds, the logo should be reversed out in white.

Where printing budgets necessitate the use of one color the logo must appear in black or, if black is not one of the colors being used, reversed out in white.



30% tint of Primary color



30% tint of Secondary color



Lightly textured background with low contrast*



Light photographic background w/tones visually comparable to 30% tint*



Solid black logo on white



Solid black logo on tinted backgrounds up to 30%



Reverse from solid black



Reverse from solids or tints darker than 30% of solid



Reverse from solid color

* If the logo is included with a background image or texture, please check with the Transplace marketing department for approval.

Corporate styleguide

Logo Usage

Primary

Tagline

Application

-> *Acceptable*

Unacceptable

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Logo Usage

Application: *Unacceptable*

The logo has been drawn with exceptional concern for its proportions, its color and its legibility. The logo art should be used as is and never altered in any way. Additionally, these guidelines should be followed when

considering potential layout options during the design phase of communications materials. Treating the logo in any way other than as it was originally intended compromises the logo's strength and recognizability.



Do not use the logo on dark or low-contrast backgrounds



Do not add effects or shadows to the logo



Do not crop the logo or allow it to bleed off the page



Do not alter the elements of the logo



Do not rotate the logo



Do not place graphic elements near the logo without appropriate whitespace



Do not use the logo as art or as a super-graphic except in animated media



Do not place the logo on a dark or complicated photo background



Do not place the logo on a textured background with a great deal of contrast

Corporate styleguide

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COLOR PALETTES

The Transplace identity is grounded in the color of its logo—the primary corporate color deep red. The color was carefully chosen to represent the spirit of the company’s business.

A system of secondary colors has been selected to expand the primary color for use in marketing and advertising materials. These colors form the Secondary Color Palette. By using these colors in combination at full strength and in tints, a wide range of color expression is possible that will yield a consistent, yet vital and recognizable color branding message.

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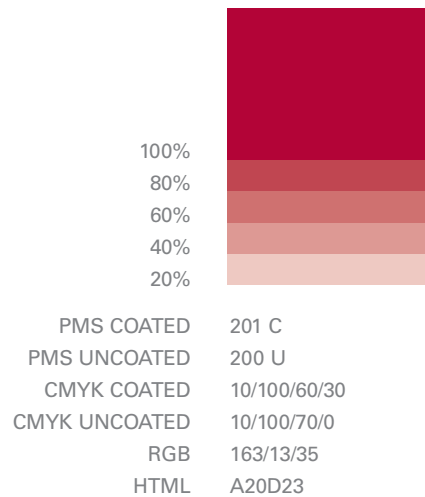
Color Palettes

Primary

Transplace’s Primary Color Palette is refined to one bold color—Transplace Red. This color should be prepared for specific kinds of reproduction in the logo based on the ink-mixture and electronic formulas listed below. An approved electronic logo file, containing the exact color preparation for each type of reproduction, is available from Transplace.

While the Primary Color may be used for backgrounds or for colorizing photos, the logo may never be reproduced in any other color, other than black and white when necessary.

Approved Logo Color (Primary Corporate Color)



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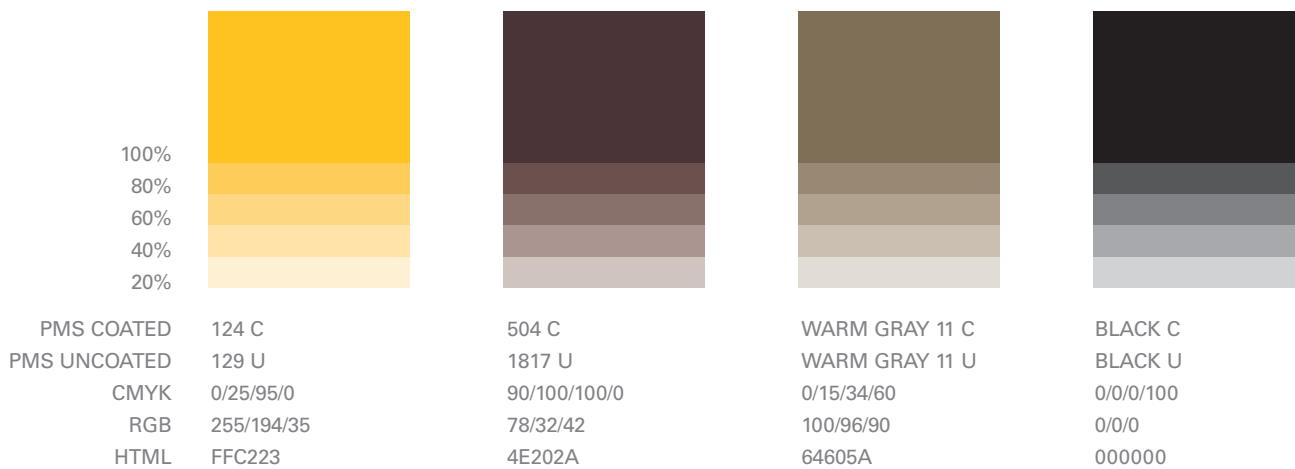


Color Palettes

Secondary

This family of colors is to be used as an accent in conjunction with the primary color, Transplace Red, to provide branding depth and versatility in communications. Colors in

the secondary color palette should be reproduced using the ink-mixture or electronic color formula appropriate to the given method of reproduction.



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TYPOGRAPHY

Along with correct use of the Transplace logo signature and color, maintaining typographic standards in all communications is an important aspect of keeping the brand strong. The specific details of letterform styles and the way they are used in communications have subtle, but very strong and recognizable effects on brand perception.

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Typography

Official Typefaces

Two typeface families have been selected for all public communications, printed and electronic.

Univers is an extensive sans serif type family, designed to be extremely legible, open, and versatile. Its system of weights and italics allows for infinite possibilities in brand expression, yet every combination of weight, size, or italic remains recognizably uniform in presentation. Univers 55, the medium weight, is used for text application, while the others are used for emphasis.

For use in: headlines, subheads, body text, captioning, chart text, callouts, folios, URLs

Univers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.,:;!?'— - - \$

Univers 45

Univers 45 light Oblique

Univers 55

Univers 55 Oblique

Univers 65 Bold

Univers 65 Bold Oblique

Univers 75 Black

Univers 75 Black Oblique

Arial is a contemporary sans serif design. Arial contains more humanist characteristics than many of its predecessors and as such is more in tune with the mood of the last decades of the twentieth century. The overall treatment of curves is softer and fuller than in most industrial style sans serif faces. Terminal strokes are cut on the diagonal which helps to give the face a less mechanical appearance.

For use in: electronic files, MS Office, internet

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.,:;!?'— - - \$

Arial

Arial Italic

Arial Bold

Arial Bold Italic

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TEMPLATES

The Transplace templates are provided to facilitate the process of creating new documents. These templates contain placements for logos, text, and other graphic elements. Following the templates will ensure greater brand consistency.

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Templates

Bullet Points

A set of Bullet Points have been carefully selected for maximum usability. This bulleted system has been included in the MS Word and PowerPoint templates. Using the designated set of Bulleted system ensures brand consistency.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

- Feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim
- Feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim
 - > Laoreet dolore magna aliquam erat volutpat
 - > Laoreet dolore magna aliquam erat volutpat
 - Consectetur adipiscing elit accumsan et iusto odio dignissim
 - Consectetur adipiscing elit
 - Sed diam nonummy nibh euismod
 - Sed diam nonummy nibh euismod

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-> **Bullet Points**

MS Word

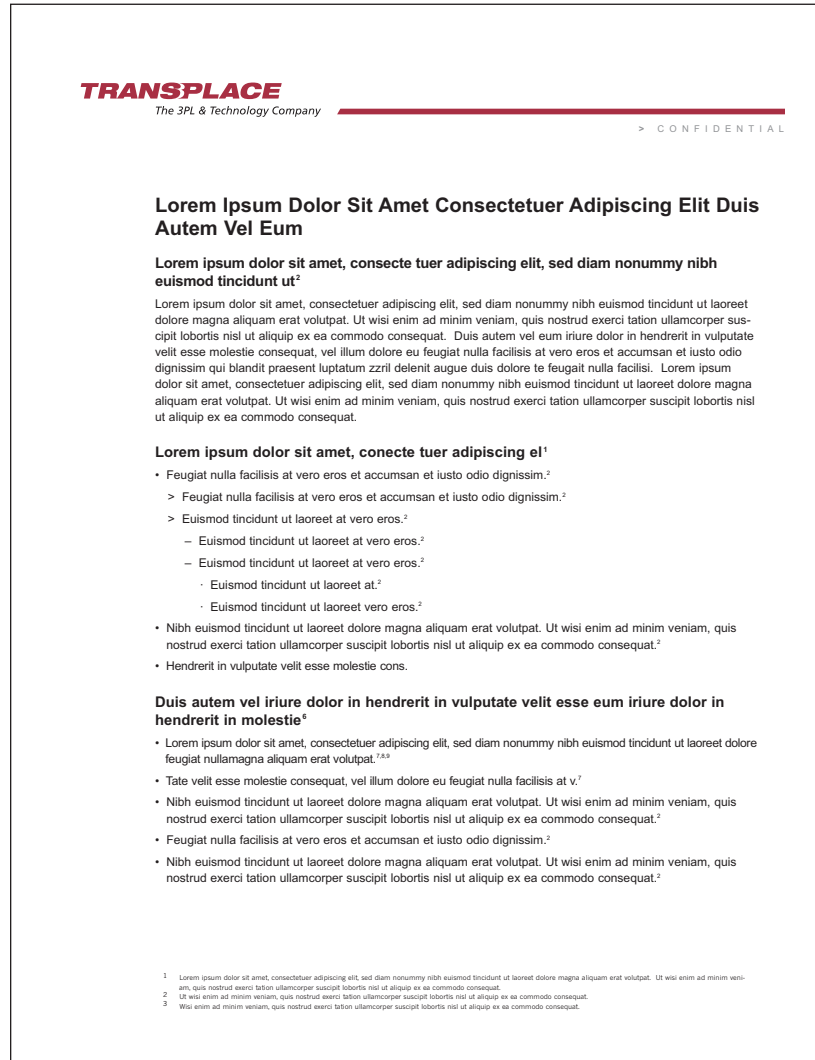
PowerPoint



Templates

MS Word

The MS Word template includes the placement of the logo, graphic elements, footers and page numbers. Style sheets are provided for appropriate styling of text documents.



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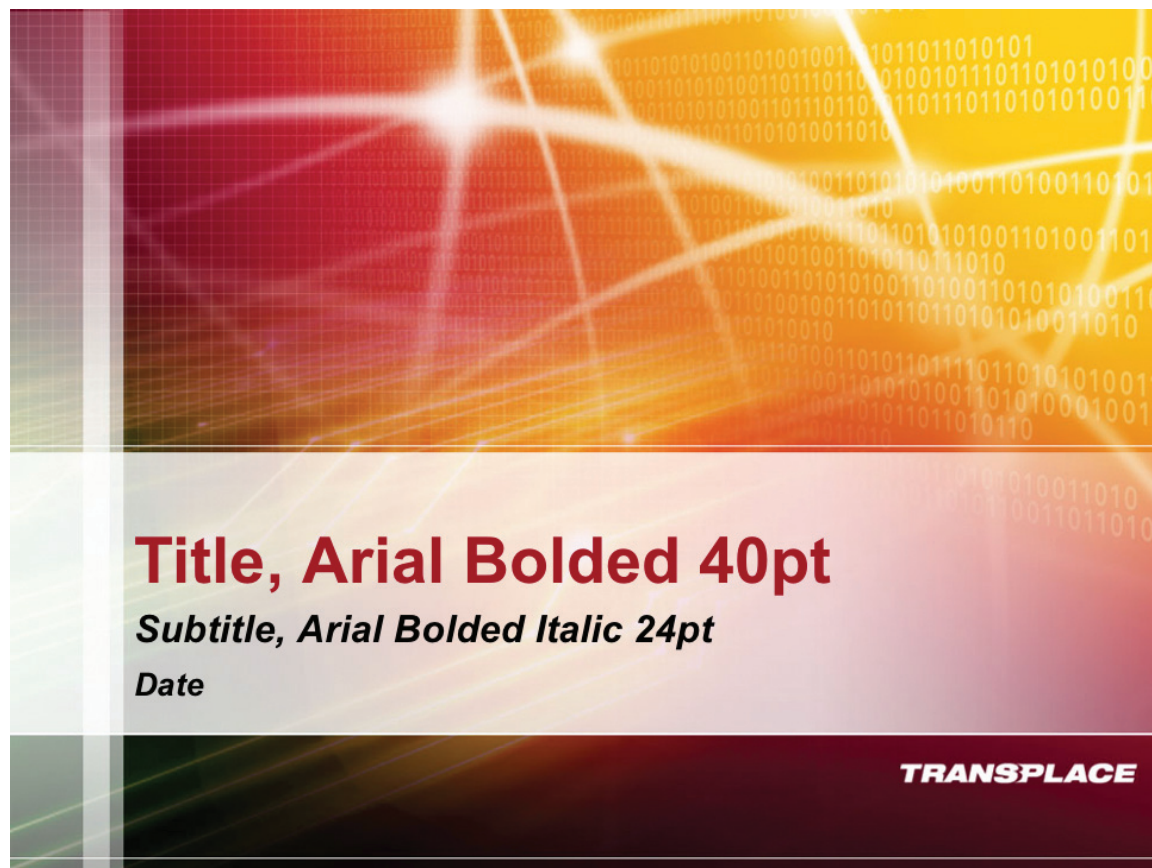
Bullet Points
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Templates

PowerPoint

The PowerPoint template gives a variety of slide designs for Title, Subtitle, and Chart pages. It also indicates appropriate color, typography, chart design, and placement of graphics.



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